

## DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that: my residence, post office address and citizenship are as stated below next to my name; I believe I am the original, first, and sole inventor (if only one name is listed below) or an original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: SYSTEMS AND METHODS FOR PROVIDING CONSUMERS WITH ENTERTAINMENT CONTENT AND ASSOCIATED PERIODICALLY UPDATED ADVERTISING the specification of which  is attached and/or  was filed on February 7, 2002 as United States Application No. 10/072,471.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate or § 365(a) of any PCT international application(s) designating at least one country other than the United States, listed below and have also identified below, any foreign application(s) for patent or inventor's certificate, or any PCT International application(s) having a filing date before that of the application(s) of which priority is claimed:

Country	Application Number	Date of Filing	Priority Claimed Under 35 U.S.C. 119
			<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/> YES <input type="checkbox"/> NO

I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below:

Application Number	Date of Filing
60/322,186	September 14, 2001
60/322,187	September 14, 2001
60/325,888	September 28, 2001
60/326,563	October 2, 2001
60/328,606	October 11, 2001
60/347,440	November 7, 2001

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) or § 365(c) of any PCT International application(s) designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application(s) in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application(s) and the national or PCT International filing date of this application:

Application Number	Date of Filing	Status (Patented, Pending, Abandoned)
09/781,679	February 12, 2001	Pending
09/781,680	February 12, 2001	Pending
09/990,450	November 21, 2001	Pending
10/035,172	January 4, 2002	Pending

I hereby appoint the following attorney and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith: FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P., CUSTOMER NUMBER 22,852, Douglas B. Henderson, Reg. No. 20,291; Ford F. Farabow, Jr., Reg. No. 20,630; Arthur S. Garrett, Reg. No. 20,838; Donald R. Dunner, Reg. No. 19,073; Brian G. Brunsvoold, Reg. No. 22,593; Tipton D. Jennings, IV, Reg. No. 20,645; Jerry D. Voight, Reg. No. 23,020; Laurence R. Hefta, Reg. No. 20,827; Kenneth E. Payne, Reg. No. 23,098; Herbert H. Mintz, Reg. No. 26,691; C. Larry O'Rourke, Reg. No. 26,014; Albert J. Santorelli, Reg. No. 22,610; Michael C. Elmer, Reg. No. 25,857; Richard H. Smith, Reg. No. 20,609; Stephan L. Peterson, Reg. No. 26,325; John M. Romary, Reg. No. 26,381; Bruce C. Zoller, Reg. No. 27,680; Dennis P. O'Reilly, Reg. No. 27,932; Allen M. Sokal, Reg. No. 26,695; Robert D. Bajelsky, Reg. No. 25,387; Richard L. Stroup, Reg. No. 28,478; David W. Hill, Reg. No. 28,220; Thomas L. Irving, Reg. No. 28,619; Charles E. Lipsey, Reg. No. 28,165; Thomas W. Winland, Reg. No. 27,605; Beall J. Lewis, Reg. No. 28,818; Martin I. Fuchs, Reg. No. 28,508; E. Robert Yoches, Reg. No. 30,120; Barry W. Graham, Reg. No. 29,924; Susan Haberman Griffen, Reg. No. 30,907; Richard B. Racine, Reg. No. 30,415; Thomas H. Jenkins, Reg. No. 30,857; Robert E. Converse, Jr., Reg. No. 27,432; Clair X. Mullen, Jr., Reg. No. 20,348; Christopher P. Foley, Reg. No. 31,354; John C. Paul, Reg. No. 30,413; Roger D. Taylor, Reg. No. 28,992; David M. Kelly, Reg. No. 30,953; Kenneth J. Meyers, Reg. No. 25,146; Carol P. Einaudi, Reg. No. 32,220; Walter Y. Boyd, Jr., Reg. No. 31,738; Steven M. Anzalone, Reg. No. 32,095; Jean B. Fordis, Reg. No. 32,984; Barbara C. McCurdy, Reg. No. 32,120; James K. Hammond, Reg. No. 31,964; Richard V. Burgujian, Reg. No. 31,744; J. Michael Jakes, Reg. No. 32,824; Thomas W. Banks, Reg. No. 32,719; Christopher P. Isaac, Reg. No. 32,616; Bryan C. Diner, Reg. No. 32,409; M. Paul Barker, Reg. No. 32,013; Andrew Chango Sonu, Reg. No. 33,457; David S. Forman, Reg. No. 33,694; Vincent P. Kovalick, Reg. No. 32,867; James W. Edmondson, Reg. No. 33,871; Michael R. McGurk, Reg. No. 32,045; Joann M. Neth, Reg. No. 36,383; Gerson S. Panitch, Reg. No. 33,751; Cheri M. Taylor, Reg. No. 33,216; Charles E. Van Horn, Reg. No. 40,266; Linda A. Wedler, Reg. No. 33,218; Jeffrey A. Berkowitz, Reg. No. 36,743; Michael R. Kelly, Reg. No. 33,921; James B. Monroe, Reg. No. 33,971; Doris Johnson Hines, Reg. No. 34,629; Allen R. Jensen, Reg. No. 28,224; Lori Ann Johnson, Reg. No. 34,498; David A. Manspeizer, Reg. No. 37,540; R. Bruce Bower, Reg. No. 37,099; John Rissman, Reg. No. 33,784; M. Lawrence Oliverio, Reg. No. 30,915; Therese Hendricks, Reg. No. 30,389; Leslie I. Bookoff, Reg. No. 38,084; Michele C. Bosch, Reg. No. 40,524; Michael J. Flibbert, Reg. No. 33,234; Scott A. Herbst, Reg. No. 95,189; Leslie A. McDonnell, Reg. No. 34,872; Thalia V. Warmement,

Page 1 of 2

February 2002

Listing of Inventors Continued From Page 1 hereof

Attorney Docket No. 8159.0009-01

Reg. No. 39,054. Please address all correspondence to FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P., 1300 I Street, N.W., Washington, D.C. 20005, Telephone No. (202) 408-4000.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Full Name of First Inventor Charles Eric HUNTER	Inventor's Signature	Date
Residence Hilton Head, South Carolina		Citizenship United States
Post Office Address 7 Grey Widgeon, Hilton Head, South Carolina 29928		
Full Name of Second Inventor Bernard L. BALLOU, Jr.	<i>Bernard L. Ballou Jr.</i>	Date 10/14/02
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Full Name of Third Inventor Kelly C. SPARKS	<i>Kelly C. Sparks</i>	Date 10/15/02
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Full Name of Fourth Inventor John H. HEBRANK	<i>John H. Hebrank</i>	Date 10/16/02
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Listing of Inventors Continued on Page 2 hereof.  Yes  No

January 2000

Received from &lt;202 408 4400&gt; at 10/29/02 1:42:11 PM [Eastern Standard Time] RETT &amp; DUNNER, L.L.P.

LUSC/1M1/10000-01  
Attorney Docket No. 08159.0009-01

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60/322,187	September 14, 2001
60/325,868	September 26, 2001
60/326,563	October 2, 2001
60/326,808	October 11, 2001
60/347,440	November 7, 2001

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09/781,680	February 12, 2001	Pending
09/900,450	November 21, 2001	Pending
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Page 1 of 2

February 2002

FINNEGAN, HENDERSON, PARABOW, GARRETT &amp; DUNNIE, L.L.P.

Listing of inventors Continued From Page 1 hereof

Attorney Docket No. 8150.0009-01

Rep. No. 38,064. Please address all correspondence to FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LLP., 1300 I Street, N.W., Washington, D.C. 20004, Telephone No. (202) 408-4000.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 101 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Full Name of First Inventor Charles Eric HUNTER	Inventor's Signature <i>Charles Eric Hunter</i>	Date 10/22/02
Residence Hilton Head, South Carolina		Citizenship United States
Post Office Address 7 Grey Widgeon, Hilton Head, South Carolina 29928		
Full Name of Second Inventor Bernard L. BALLOU, Jr.	Inventor's Signature <i>Bernard L. Ballou Jr.</i>	Date 10/14/02
Residence Raleigh, North Carolina		Citizenship United States
Post Office Address 11404 Blackbrook Court, Raleigh, North Carolina 27514		
Full Name of Third Inventor Kelly C. SPARKS	Inventor's Signature <i>Kelly C. Sparks</i>	Date 10/15/02
Residence Morrisville, North Carolina		Citizenship United States
Post Office Address 500 Perimeter Park Drive, Suite E, Morrisville, North Carolina 27560		
Full Name of Fourth Inventor John H. HEBRANK	Inventor's Signature <i>John H. Hebrank</i>	Date 10/16/02
Residence Durham, North Carolina		Citizenship United States
Post Office Address 216 Jefferson Drive, Durham, North Carolina 27712.		

Listing of inventors Continued on Page 2 hereof.  Yes  No

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LLP.

January 2000

P. 03

FAX NO.

OCT-22-2002 TUE 02:07 PM

University of California, Berkeley, Department of French

From Mr. John W. and Mrs. William Johnson, 1075 Main Street, New Haven, Connecticut 06510, USA

2. The second part of the study will be to examine the relationship between the two and three year growth patterns for information and belief satisfaction.

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